

PX 192
(Google's Proposed Redactions)



Dept. of Veterans Affairs & Google

FY22 Partnership Review & Plan

TABLE OF CONTENTS

- 2021 Performance Review (Lookback)
- FY22 Partnership Plan Proposal
 - Partnership Pillars
 - Program Specific Focus Areas
- Measurement Goals
- Google Support & Added Value Summary
- Recommended Investment
 - Program Overview
 - FY22 Financials
- Project Timelines and Teams

2021 Performance Review

In 2021, VA, in partnership with Google successfully delivered against ambitious media goals. In addition to deepening the engagement with the VA community, Google was able to reach every American with critical messaging about mental health services, suicide prevention, and public health resources.

This strong collaboration will continue to be integral in achieving VA's digital media goals. Looking ahead we plan to build on and accelerate this progress.

VA's DV360 ads reached every American at least once

Google's programmatic ad buying platform (DV360) serves VA ads to Americans almost anywhere they were connected to the internet. Whether someone watches the latest basketball game on their Connected TV or reads a wsj.com article on their mobile phone, DV360 delivers ads to Americans at crucial moments. During 2021, Veterans Affairs did just that: through DV360, Americans saw VA's message 5.1 billion times via display, video, and YouTube ads.

15X Frequency	5.1B Impressions	50% Video Completions	225M CTV Impressions	
Number of times every American was served an ad in 2021	Led to 4M actions taken after seeing a VA ad online	Of 2.2 billion video impressions served to Americans, 50% completed watching	85% of Americans served CTV ads watched them to completion	

VA 'owned the living room' through all-encompassing CTV strategy across 3P publishers and YouTube

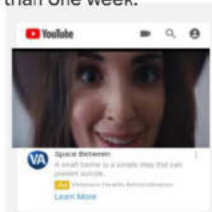


Connected TV is the only way to reach Americans who are pivoting away from traditional TV. This trend is likely to continue as digital-first generations age, with 12% of US adults already labeled as cord-nevers (i.e. never owning a cable box). In 2021, VA demonstrated its commitment to reaching Americans on their streaming devices by investing \$5.7M in CTV alone.

80% Americans Reached	220M Video Completions	13+ # of Publishers	39M YouTube Views
Over 257M Americans reached via CTV	85% of Americans watched ads to completion	ESPN, NFL, NBC, Fubo, SpotX, etc.	20% of total CTV impressions served

VA's Mastheads spread gun safety awareness to 72M+ unique users

Mastheads put VA's message for gun safety and suicide prevention front and center on mobile phones, desktops, and living room TVs. The large scale reach of Mastheads were coupled with a focus on areas in the country that over index within the target demographic - driving the greatest potential impact for VA's investment dollars. Combined, VA's Mastheads garnered 188M total impressions across 72M unique users in less than one week.



72M Unique Reach	2.6x Avg. Frequency	0.80% Avg. CTR
Of the 188M impressions served, Mastheads reached over 72M unique users	Average number of times people saw your Mastheads in 2021	Average CTR across Mastheads in 2021 - exceeding the U.S. Government benchmark

FY2022 Partnership Plan Proposal

Dept. of Veterans Affairs and Google Partnership Goal

Google will partner with VA to help Veterans access high-quality mental health care and eliminate suicide among all Veterans.

Demand for VA's mental health services has grown over time. The number of veterans receiving mental health care from VA increased by 90 percent from fiscal year 2006 to 2019—more than three times the rate of increase for all VA health care services. As demand for services continues to grow it is critical that we amplify awareness for programs like Make The Connection and Veterans Crisis Line.

VA continues to prioritize suicide prevention programming as part of its broader mental health care strategy. An average of 20 Veterans per day die as a result of suicide. This accounts for 18 percent of all deaths by suicide while Veterans only represent about 8.5% of the US population. Moreover, about 67 percent of Veteran deaths by suicide were the result of firearm injuries.

In its *National Strategy for Preventing Veteran Suicide* the VA continues to focus on ending Veteran suicide through a public health approach that combines both community-based and clinically based strategies across prevention, intervention, and postvention areas of focus. Campaigns like Keep-It-Secure are vital in educating and empowering Veterans and their communities on the best ways to support a loved one in crisis.

Coupled with VA's expertise and Google's best-in-class tools we can deliver reliable, timely information to Veterans and their families with the goal of promoting quality health care services and eliminating suicide in the Veteran community.

Three core objectives to achieve our partnership goal

- **Amplify Awareness Nationwide:** Google & VA will work together to amplify stories about Veterans and make more Americans aware of suicide prevention strategies.
- **Educate & Empower Communities:** Google & VA will partner together to promote local VA mental health care services for Veterans and their families.
- **Deliver the right message, at the right time:** Google & VA will deliver timely, critical resources to Veterans in crisis and offer quality information to those who need it most.

VA specific program initiatives

Make the Connection

Make the Connection is an awareness campaign designed to highlight Veteran's true and inspiring stories of mental health recovery and to connect Veterans and their families with local mental health resources.

Mental Health Services

VA has a variety of mental health resources, information, treatment options, and more — all accessible to Veterans, Veterans' supporters, and the general public. This initiative promotes these critical resources.

Veterans Crisis Line

Veterans in crisis or those concerned about one are encouraged to use the Veterans Crisis Line. A free, confidential resource that connects Veterans to a real person specially trained to support their needs.

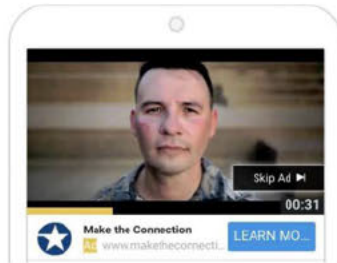
Keep-It-Secure

Keep-It-Secure is an awareness campaign focused on learning how to identify and respond to a crisis and taking lethal means safety precautions to help lower the suicide rate in the Veteran community to zero.

Make The Connection

Objective: Increase awareness for Veteran's true and inspiring mental health recovery stories and mental health resources by using Google tools to connect Veterans and their families to VA-specific mental health programming.

KPI: Video Views; Page Visits



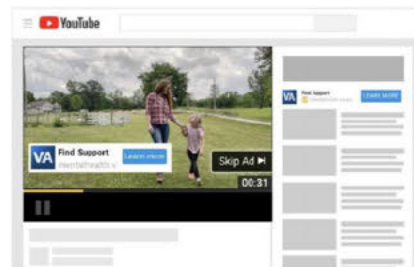
- Combine TrueView for Reach and Bumper ads to improve Ad Recall and Brand Awareness.
- Complement TrueView, CTV, and Native ads with High Impact Display and In-App Ads to maximize reach and drive page visits.
- Simplify the media buying process by: (i) consolidating YouTube in DV360; and (ii) managing frequency at the campaign level to reach incremental new users.

Mental Health Services

Objective: Build awareness for mental health treatment options and services offered through the VA by leveraging Google Products to reach Veterans and their families with reliable, trustworthy information.

KPI: Page Visits; Clicks

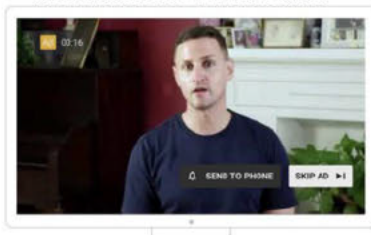
- Enable Video Action Campaigns to leverage action-based format and smart bidding across in-stream, home feed, and Google Video Partners across YouTube to drive performance at scale.
- Utilize keyword targeting to granularly target content that is most relevant to mental health treatment options and services.
- Use Google Search data to inform location targeting for Americans who are searching at a higher percentage for mental health services in specific geographies.



Veterans Crisis Line

Objective: Grow awareness for the confidential, 24/7 Veterans Crisis Line and encourage Veterans in crisis and their supporters to connect with a responder by using both click-to-call and click-to-text paid ads.

KPI: Phone Calls; Text Messages



- Lean into CTV and use Brand Extension to measure how video ads are increasing engagement with VA resources.
- Launch Audio Ads & Youtube Music Ads to reach VA and VA-adjacent communities where they are already spending time.
- Use Search Lift measurement tool to understand how video ads are impacting search behavior in the target audience.

Sam, Melanie, & Oliver

<https://www.thinkwithgoogle.com/marketing-resources/data-measurement/customer-surveys/>

As Americans feel the personal effects of COVID-19, organization and brand messages may matter more than ever

Pt. 1: Searches for anxiety, insomnia, loneliness, etc. are on the rise in the US.
(See Opioids Roundtable deck: https://docs.google.com/presentation/d/1Vk_m_9g-mgTH2SxmTpjLifYrGCMo3HOzFAfnb3omHhA/edit#slide=id.g737f777a4c_0_1)

Pt. 2: Research also states that 60% of US adults are somewhat or very concerned about losing their job during the pandemic.
(Source: The Harris Poll, April 2020)

Pt. 3: People are responding best to brands that provide practical information or tips to help people deal with the situation, or that pledge money/aid/supplies (83%).
Running 'normal' advertising unrelated to coronavirus scored the lowest approval rating (52%).
(Source: GWI, April 2020)

Main point here - to raise awareness nationally - you need to focus on all people (Programmatic), ppl who don't watch TV, and then those watching linear TV (here's the extra you'll get when buying through Google)



Keep It Secure

Objective: Increase awareness for suicide prevention resources with a specific focus on firearm safety and gun locks.

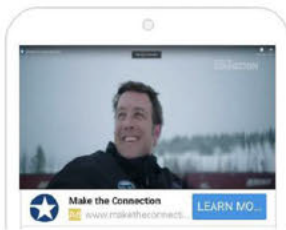
KPI: Video Views



- Combine TrueView for Reach and Bumper ads to improve Ad Recall and Brand Awareness.
- Complement TrueView, CTV, and Native ads with High Impact Display and In-App Ads to maximize reach.
- Launch Audio Ads & Youtube Music Ads to reach VA and adjacent communities where they are already spending time.

In Veterans' own words:

Some Veterans find that they feel numb and lose interest in things they used to enjoy. Others start to feel hopeless, which may lead to thoughts of suicide. By reaching out for support, these Veterans connected to resources for recovery, including counseling or the Veterans Crisis Line.



Veterans discuss how they used alcohol or drugs in an attempt to cope with stress, nightmares, and other problems. It took strength for them to seek out more effective solutions, leave behind unhealthy ways of coping, and live healthier, more fulfilling lives.

2022 Measurement Goals

Future-proof and Leverage First Party Website Analytics

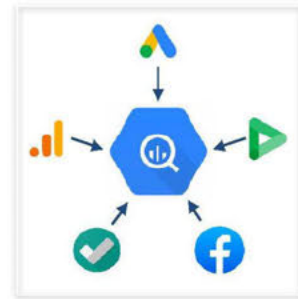
With the changing privacy landscape, future-proofing your digital strategy is a necessary step to ensure you are armed with the data to continue your effective campaigns. Now that your GA4 instance is set up, activating GA4 to its fullest potential will allow you to build and privacy-safe audiences using your own first party data and with the direct BigQuery feed, can activate on insights to build propensity modeling to inform dynamic bidding using machine learning.

2022 Priority Projects:

Now	<ul style="list-style-type: none"> ● Google Analytics Lab and Tagging Audit with Google's GA Measurement Lead Expert. This session will ensure proper website tagging, ensure you are maximizing GA4, and answer key questions about insights and reporting. ● Finish GA4 activation by linking GA4 account to Google Ads, turning on Google Signals, bidding to GA4 conversions and exporting GA4 audiences to Ads and DV360.
Next	<ul style="list-style-type: none"> ● Build and Activate Propensity Model with Google's Marketing Science team. Identify high value site visitors and use automation to find similar people. ● Run experiment to test propensity model, comparing results against a control group.
Long	<ul style="list-style-type: none"> ● Incorporate model into value based bidding strategy leveraging Max Conversion bidding. ● CTV propensity modeling beta for lookalike model of CTV converts and bidding to conversion.

Activate on Paid Media Consolidation

Housing all of your paid media data into BigQuery opens up opportunities to activate on mature measurement and tactical cross-platform digital strategies. It places VA at the forefront of the ever-changing, less-visible cookieless future. With its data in one place, VA can now visualize a cross-platform view of total Americans reached, draw insights to increase operational efficiency, and eventually plan media holistically - measuring platform level impact.



2022 Priority Projects:

Now	<ul style="list-style-type: none"> ● Visualize all of paid media across dashboards for comprehensive overview of paid digital media strategy and inform internal business intelligence to answer stakeholder questions.
Next	<ul style="list-style-type: none"> ● Develop campaign insights from aggregate visualizations, providing client with cross-platform recommendations.
Long	<ul style="list-style-type: none"> ● Explore evolving opportunities for machine learning MMM modeling leveraging BigQuery data feeds.

Christine

Pillars of our Partnership

Google Support and Added Value Summary



Oliver & Danielle

FY22 Recommended Investment

Google will partner with VA to help Veterans access high-quality mental health care and eliminate suicide among all Veterans.

Amplify Awareness Nationwide

Educate & Empower
Communities

Right Message, Right Time

Make the Connection

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Mental Health Services

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VA



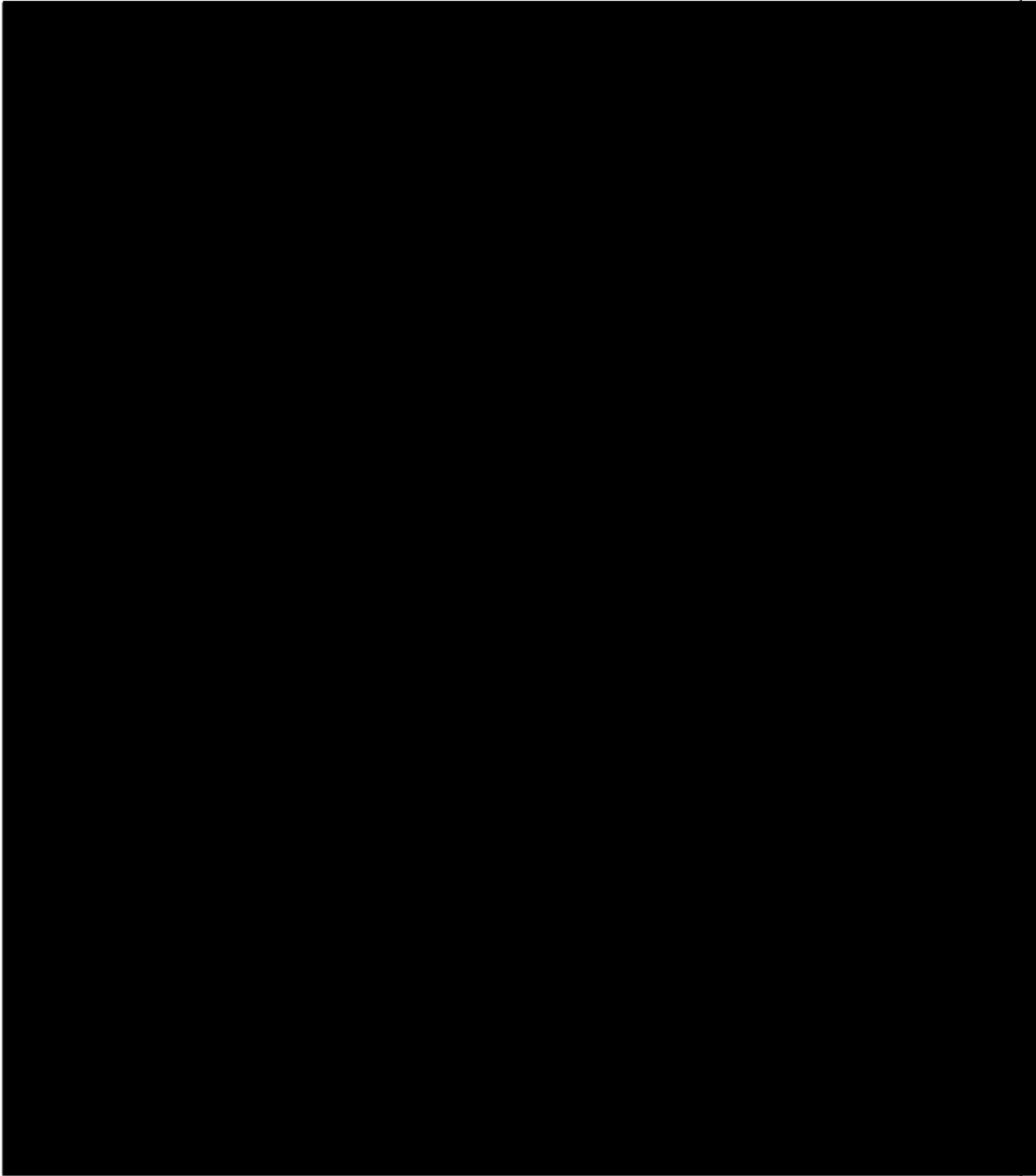
U.S. Department
of Veterans Affairs

Google

FY22 Financials

Investment across Google

October 2021 - September 2022



Sam & Melanie

Project Timelines and Teams

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Amplify Awareness Nationwide

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Reingold

Account Lead
Sarah Csanadi-Schwartz

Paid Lead
Anna Pedersen

Paid Support
Caroline Sardella

Educate & Empower Communities

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Hannah Price

Paid Support
Caroline Sardella

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Account Lead
Sarah Csanadi-Schwartz

Paid Lead
Erica Stoltz

Paid Support
Alina Seelinger

Right Message, Right Time

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Reingold

Account Lead
Micah Markman

Paid Lead
Ali Belinkie

Paid Support
Alina Seelinger

Google Team

Lead: Oliver Hart

Programmatic Lead: Sam Franklin

Measurement Lead: Christine Wagner

Executive Sponsor: Marco Hardie

Programmatic AM: Melanie Nash

Account Manager: Danielle Metzger

Now (1-2 months)

- DVIP: Digital Production
- Creative Consultation by Creative Works: 3/30/22
- Youtube Brandcast 2022
- GA4 Transition

Ongoing

- Custom bi-weekly recommendations
- Reactive Technical Support
- Seasonal Market Insights / Audience Insights
- Search Analyst Support
- Programmatic Experts

April: Military Sexual Trauma & Sexual Assault Awareness Month

Next (3-5 months)

- DVIP: Digital Production & GMP Service Partners (if applicable)
- Quarterly Business Review
- Execute Tech Project
- Google Marketing Live 2022 (Virtual)
- FY23 JBP

Ongoing (+)

- Office Hours
- Creative Analyst Support
- Customized Audience Insights (3P)

May: Mental Health Month
July: Minority Mental Health Month

Later (6+ months)

- FY22 Lookback & FY23 Planning
- Executive Summit
- Creative Consultation by Creative Works
- Privacy 2022 Roadshow
- Google ERG Engagement

Ongoing (+)

- Product Expert Engagements
- Lift Study Reporting

September: Substance Use Disorder Month